CANADIAN MOVING PICTURE

Digest

RAY LEWIS
EDITOR AND
PUBLISHER
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TORONTO

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Do You Say "Thank You"?

DO you like people to say "Thank you"? Do you like to feel that your services are appreciated? Do you like to have your boss, or your friends commend you for a good effort? Or are you one of those people who always takes the time to point out the other fellow's mistakes, to brood upon your own? Have you stopped making any free contributions to Life, because you feel no one ever gives you anything? Have you repeated to yourself and to your friends, "the world is a mess and we are going from bad to worse"?

Cheer up, I am going to tell you a few things, the real facts of life, unrelated to fiction. While I was in New York, recently, I thought, for a change, I would like to see some stage shows. I went to the box office of a theatre and asked for a ticket in the orchestra for "Finian's Rainbow". I received a ticket, second row centre for that night, and the ticket-seller said, "I hope you will enjoy the show".

I thought I would like to see another stage show, Henry Fonda in "Mr. Roberts", and went into a ticket-agency office to secure a ticket. There were no seats for that night, but a man purchasing four seats, on hearing me say that I was leaving for Canada the next day, turned to me and said, "You may have one of my tickets, I was going to take a guest, but he can go some other night".

I was in a distributing company's office, and was asked what shows I had seen. I happened to mention that I had seen three, but was anxious to see "A Streetcar Named Desire", but it was impossible to buy a ticket, whereupon this man said to me, "Anything wrong with asking me?" A ticket for "A Streetcar Named Desire" was sent to my hotel the following day with this gentleman's compliments.

I called upon the General Sales Manager of another film company and had a chat with him; that evening the bellboy came up to my room with a box full of flowers, compliments of this gentleman.

We have heard a great deal of talk about a decrease in business, and we have heard this decrease in business attributed to poor pictures. I saw several pictures which are excellent entertainment. "A Date With Judy", "Easter Parade", "A Foreign Affair", "So Evil My Love", "The Story Of Babe Ruth", are only a few of many which a Movie Public has already acclaimed at the box office, and which have started the public saying, "There are so many good pictures", a quotation which our Industry could quote to its advantage.

On my return to Toronto, I found a letter from A. P. Bahen, manager of Odeon's Champlain Theatre, Montreal, Quebec.

"Dear Ray: Time magazine's review of "Hamlet" was a classic in terminology and searchingly honest criticism, but your "circumferencial review" was no less classical yet much more provocative. If the exploiteers do not use your quote, "Be Hamlet's audience unlettered", in its entirety, they will pass up the greatest advertising punch that could be used for this film. I read your comments every week but, honestly, I'm framing this to read and re-read."

And all of these things can happen to you and to you. So cheer up everybody, there is not going to be a war, pictures are good, there are many new accounts waiting for you to close, the women are fighting increased food prices, which have come down, fresh vegetables and fruits are right at your door, theatre attendance is picking up, Canada has produced a record grain crop; and even if the lights, on our marquees, become dim, let me again repeat what Nicholas Schenck once said, "There are no ills within our Industry which good pictures cannot cure".

—EDITOR.

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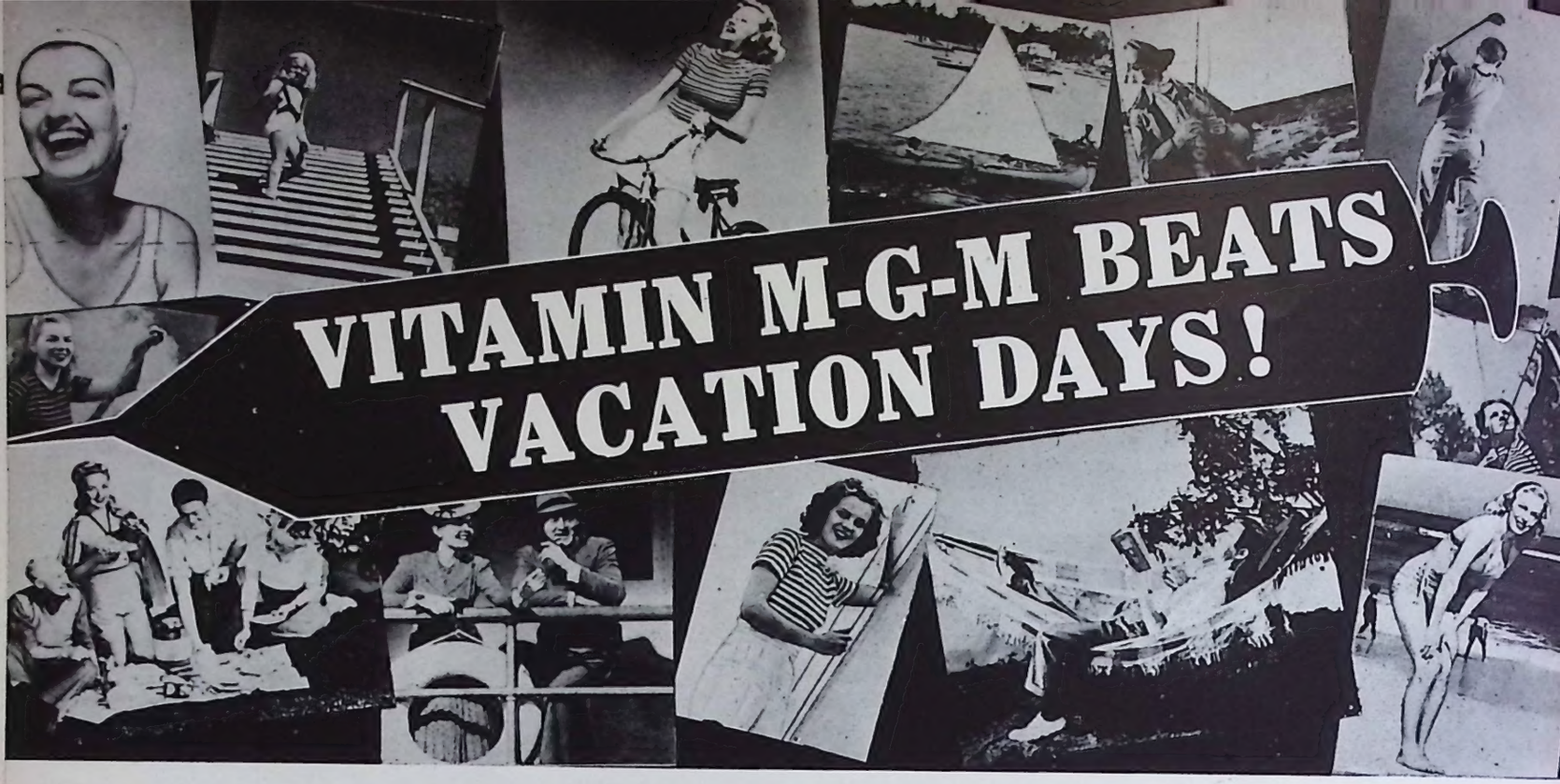

HAVE A SHOT-IN-THE-ARM!

New Music Hall Record!

"A DATE WITH JUDY" (Technicolor)

Biggest M-G-M first week in Radio City Music Hall history! Every new "play-date with Judy" terrific!

For Happy Box-Offices!

"ON AN ISLAND WITH YOU" (Technicolor)

Just what the fans want in romance and music! Swell biz from Coast to Coast!

IRVING BERLIN's (Technicolor)

"EASTER PARADE"

Hold-overs! Extended runs! It's getting bigger and bigger as its fame and its song hits sweep the nation!

Read the Reviews on

"A SOUTHERN YANKEE"

Here's a typical review from M. P. Daily: "Red Skelton raises the roof. If you thought he was a boon to tired theatre-goers in 'Fuller Brush Man' you'll be as pleased as the preview crowd was, unanimously, to discover that you ain't seen nothin' yet. It's the fastest, funniest comedy of this or any recent year."

Ain't it the dog-gone truth!

M-G-M GREAT IN '48!

RAY PRESENTS

THE Go-getter is an acquisitive and aggressive creature, who is generally cunning in his acquisitiveness. Despite the Constitution of a country, despite Statutory Laws, the judgments of our Judiciaries, international treaties, we still make war, either in offense, or defence, we make war in trade and commerce, also, we still have international cartels, combines, we still have national strikes, our jails are the domicile of transgressors who commit the same crimes for which others previously have been jailed, and all of these transgressions are as old as man, different only in the extent of their operation through geographical limitations, and the Time in which the Go-getter lives.

We believe that the Time in which we live is not the time for Monopolists or Dictators, but we do not believe that the species is extinct. We do not believe that Governments should become Monopolists, nor that Governments should enter into competition with private enterprise. We do not believe in the nationalization of the press, the radio or the screen, nor in the Government monopoly of such public services. In a National Emergency, such as war, the Government must exercise a degree of control over the press, radio and screen, but only insofar as the Emergency requires, and when this War Emergency is over, all controls direct, or indirect, should cease.

THE U.S. Divestiture presents a dangerous situation, which, if established as a precedent, spells the end of free film enterprise. Theatres are of no use without product and product is valueless without theatres in which they can be exhibited. Divestiture is not the channel through which the U.S. Government should move toward the establishment of equitable and fair trade practices. It is fair and equitable trade practices which constitute a problem in the Motion Picture Industry and it is in the solution of this problem that the U.S. Government should direct its Brain Trust, in co-operation with representatives of our Industry.

The Majors, named as Defendants in the U.S. Government's Anti-Trust action, are not alone in the operation of the alleged unfair trade practices; there are numerous others, including our Independents who indulge in trade practices no different from those practiced by the Defendants named. The Motion Picture Industry has grown so huge and so fast that it has outpaced its operational policies, and the latter have only changed slightly from the early days of Patents and General Films, our first film monopolists.

High tariffs and restrictive legislation, in respect to any Industry, if analyzed, are but Government support of a monopoly. The British Film Industry is operated mainly by Britishers, among whom are independent producers, independent distributors and independent exhibitors, but there are, also, producer-distributor-exhibitor enterprises, and the British Labor Government has not, in its nationalization legislation, asked for Divestiture, in respect to the producer-distributor-exhibitor combinations. It has encouraged such enterprise, by the introduction of high tariffs and restrictive legislation, by which these companies may meet competition. It has also encouraged the expansion of such enterprise into world markets.

EXTERNALLY, our Motion Picture Industry looks healthy, we are producing, we are distributing pictures, we are building bigger and better theatres, but all over the world there is something gnawing at our vitals, and in two of the world's greatest producing, distributing and exhibiting centres, there is a form of civil war, within the motion picture industry.

As for the Major Defendants, in the Divestiture proceedings, what is better for them, giving up a percentage of available product to competitors, or Divestiture? As for the British Film Industry what is better for Great Britain, the elimination of the restrictive legislation, and world markets, or the strangulation of motion picture public patronage in Great Britain through film restrictions and a freeze-out from foreign markets?

You cannot educate the masses and expect that the people will remain dumb; some of the people remember Insull, they remember how King John was forced into signing the Magna Charta, they remember Napoleon, Bismark, Hitler and the Nuremberg Trials; they are smart enough to know that Dictators fatten on monopoly and power, that history, past and present, has revealed that all of our monopolists and dictators have not been aristocrats, or imperialists. The Independents in our Industry are as adept, in the practice of unfair trade practices, as are the Major Defendants.

IF the U.S. Government wishes the Defendants to make a good job of house-cleaning, why not make a thorough job by house-cleaning the whole industry?

A policy of Fair Trade Practices is only fair when it starts from the top and goes to the bottom, or from the bottom to the top. We know that exhibitors buy more product than they can use, because they desire to tie up product to prevent their competitors from securing it.

Such a policy may have been good business at a time in which there were not many competitive theatres, at a time when one company controlled the key situations, but today, such control of product is not good business because competitive theatres have been built, not only by other companies, but theatre circuits have built competitive theatres, in the key situations which they already controlled.

The distributors naturally cheer for the building of new theatres, it looks like additional outlets for their product, but if they tie their product up, keep it in the can, waiting and waiting to get into key situations, why are they any different than the exhibitors who endeavor to control all the product? They are no different as far as unfair trade practices are concerned, but they are not as smart as the exhibitors, since the exhibitors' theatres are operating, but the distributors pictures are in the can.

I have presented a few problems which have nothing to do with seasonal or weather conditions, nor how big a fish must be to be considered a good catch, nor whether it is better to grin exultantly when holding a couple of deuces, in order to make a fish act like a sucker, or whether it is better to wear a poker face.

It is such a wonderful day, the sky is blue, the sun is shining, there is a cool breeze, and I am indoors, seated before a typewriter — perhaps I was wrong in my earlier statement, "You cannot educate the masses and expect that the people will remain dumb". Some people remain dumb.

Toronto and District

By BILL PRESS

LIMITED use of electricity for "show windows" but a ban on outdoor electrical signs are provided in the announced dimout regulations of the Ontario Hydro-Electric Power Commission for the coming fall and winter. Outdoor playing fields are permitted to have limited illumination, presumably for football. Display windows can be lighted between 4.30 and 9 p.m. to the extent of 20 watts per foot width.

Some clarification is needed on the definition of a show window because, under a general interpretation, it could mean a wall frame in a theatre front. No date for the start of the restrictions was immediately announced.

* * *

Douglas Peacock has resigned from the National Film Board to go into private business. He had become well-known among exhibitors as the director in charge of theatrical distribution for NFB product.

* * *

Manager Al Perly of the Biltmore Theatre, Toronto, claims an all-Canadian endurance record for "The Mating of Millie" as it began its 12th successive week at Ben Okun's downtown house. What makes it an all-time record is that, unlike the long-run engagement of "Mickey" for 16 weeks at the old Grand Opera House, "Millie" is being shown seven times daily from 9 a.m. to midnight. The previous "Mickey" was presented on a two-a-day basis.

* * *

The wife of Doug Rosen, U-A Toronto branch manager, has been in the hospital undergoing an operation. All their friends in the industry wish her a speedy recovery.

* * *

Harvey Kathron, salesman in the Toronto office of 20th-Century Fox, has been appointed Ontario sales representative for Selznick Releasing Organization. He will join SRO on August 30th.

There was one week of "Carnival" at the International Cinema, Toronto, after which "Action for Slander" moved in. In the absence, on vacation, of Mrs. Evelyn Proctor, the acting manager is a mere male, Philip Marks, from out of town.

* * *

Odeon Theatres of Canada chose Steve McManus as the first manager of the recently-opened Odeon at Fort William, his transfer having taken place from the Odeon Theatre, Kingston, where he had been established in recent months after having been located in Hamilton. For a time, McManus was out of the theatre business when he operated a hotel at Kingsville. For a previous period he had been at the Elgin Theatre, Ottawa.

* * *

According to Toronto police, the Vogue Theatre was one of the places which had a break-in at the expense of a juvenile crime school which had been coached by a modern Fagin. All told there were 14 charges against the arrested gang.

* * *

Sam Hebscher, manager of the Savoy Theatre, Hamilton, got a large morning matinee last Saturday by offering free sundaes to all those in attendance. Tie-up was arranged with Silverwoods, who supplied the ice cream, and another company which makes sundae syrup. Upon leaving the theatre, moppets were presented with a can of syrup and a dixie cup of ice cream. Idea is novel and made a big hit with the children.

* * *

Thanksgiving Day is scheduled to be observed this year on the second Monday in October, Oct. 11th. It's generally a good show date, better than Labor Day, in fact.

* * *

Jack Shain, partner with Ben Okun and others in the new downtown Biltmore Theatre, passed away Monday. He had been ill for the past few years.

The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS - - - Editor and Publisher

BERT H. WILKES - - Associate Editor

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BILL PRESS..... Toronto, Ont.
ROY LESTER..... Montreal, Que.

Mr. and Mrs. Samuel Fine of Bloom and Fine Theatres, celebrated their 25th wedding anniversary with an open house at which were many of Toronto's film notables.

* * *

Morris Manoff, manager of the Bedford Theatre in North Toronto, drew considerable favorable comment from neighboring theatre-goers. Scheduled to play "That Hagan Girl", he drew attention to Lois Maxwell, Toronto-born actress in the film. Unsuccessful attempts were made to locate her parents in order for them to attend the performance. A better than average run was the result.

* * *

Costing a reported $80,000, *"Sins of the Fathers" is expected to roll up an aggregate gross of* $3,000,000, *mainly in the U.S.A.*

* * *

The latest form of formidable opposition to Southern Ontario theatres has been automobile racing which has been featured at meets on a half-mile dirt track on No. 7 Highway near Thornhill. There has also been a move to have dog racing.

* * *

Patrons are complimenting the Odeon Fairlawn on Upper Yonge Street about the courtesy of the theatre's uniformed parking-lot attendant, particularly in placing the cars of women drivers.

THE CANADIAN MOVING PICTURE DIGEST

8th Annual Showmanship Contest

CLOSES AUGUST 31st, 1948

GET YOUR ENTRIES IN NOW!

Empire-Universal To Release 37 Pictures During 1948-49

Mr. A. W. Perry, President, Empire-Universal Films Limited, announces that his company will distribute, during the coming season, 37 pictures from the Universal-International studios, valued at over $40,000,000.

Special Exploitation Picture

In immediate release is "Man-Eater of Kumaon" based on the sensational best seller of the same name. "Man-Eater", considered the showman's special, has a $250.00 showmanship contest, in conjunction with exhibitors play-dates. All exhibitors who play this picture, which stars Sabu, Joanne Page, Wendell Corey and Morris Carnovsky, are automatically entitled to submit their campaigns.

In Immediate Release

Also in immediate release are "Feudin', Fussin', And A'Fightin'", a hilarious comedy, starring Donald O'Connor, Marjorie Main and Percy Kilbride; "Abbott and Costello Meet Frankenstein", with Bud Abbott, Lou Costello, Lon Chaney and Bela Lugosi. This picture has just finished a successful three weeks engagement at the Uptown Theatre, Toronto, and promises to be a holdover sensation everywhere; "Mr. Peabody and the Mermaid", a rollicking farce, starring William Powell, Ann Blyth, Irene Hervey and Andrea King; "Tap Roots", Walter Wanger's Technicolor epic of the south, featuring Van Heflin, Susan Hayward and Boris Karloff.

Scheduled For Early Release

Scheduled for September release are "Larceny", with John Payne, Joan Caulfield, Dan Duryea, and "One Touch of Venus", starring Robert Walker, Ava Gardner and Dick Haymes.

"The Saxon Charm", adapted from the Frederick Wakeman novel, with Robert Montgomery, Susan Hayward and John Payne; "The Case Against Calvin Cooke", starring Fredric March, Edmond O'Brien and Florence Eldridge, will be shown in October.

Slated for November release are "The Unafraid", Joan Fontaine, Burt Lancaster, Robert Newton starrer; and "The Love of Mary", a Deanna Durbin vehicle, with Edmond O'Brien and Don Taylor in the supporting roles.

December releases are "Rogues' Regiment", with Dick Powell, Marta Toren and Vincent Price; "The Countess of Monte Cristo", Sonja Henie's first film role in four years. She is ably supported by Olga San Juan and Michael Kirby.

"You Gotta Stay Happy", starring Joan Fontaine, James Stewart and Eddie Albert; "Mexican Hayride", with Bud Abbott and Lou Costello, are tentatively scheduled for January release.

"The O'Flynn", with Douglas Fairbanks, Jr., Helena Carter and Richard Greene; "Criss Cross", with an all-star cast, headed by Burt Lancaster and starring Yvonne DeCarlo, Dan Duryea and Richard Long, will be released in February.

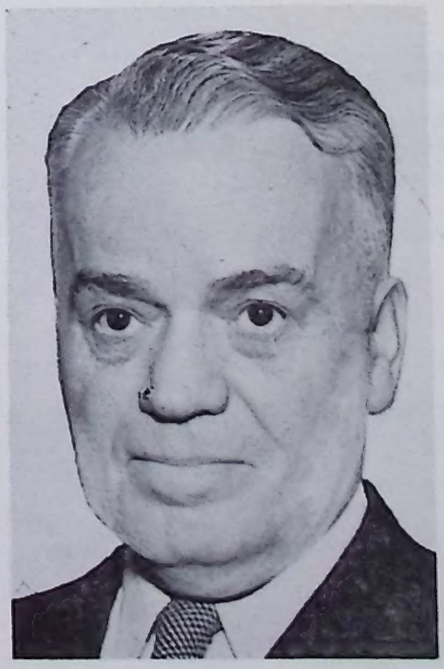
Six To Be In Color

A sextet of Technicolor productions are nearing completion and will be in release during the 1948-49 season. These important pictures are "Bloomer Girl", "Adventures of Sam Bass", "Bagdad", "Tomahawk", "Sierra" and "Streets of Cairo".

Many More In Addition

In addition to the above releases, Empire-Universal will distribute the following Universal-International box office winners: "An Act of Murder", with Fredric March, Edmond O'Brien, Florence Eldridge and Geraldine Brooks; "Harvey"; "Night Watch", "Amboy Dukes", "Come Be My Love", "Paradise Lost — 1948", "Air Crash", "Life of Riley", "The Gay Goddess", "Illegal Entry", "The Fatal Step", "It Gives Me Great Pleasure", "Ma and Pa Kettle", "Arctic Manhunt", "The Western Story", "Shoplifter", "Salem Frigate", and "Homicide Squad".

Popular Industry Pioneer Given Leave-of-Absence



BEN CRONK

Popular film industry pioneer and Empire-Universal publicity director has been given a one year leave-of-absence because of his wife's ill health.

Digest Editor Resigns Forms Own Organization

BERT H. WILKES

Associate Editor of the Canadian Moving Picture Digest has resigned to form his own publicity and advertising organization, with offices in the Film Building, 277 Victoria Street, Toronto. Among his accounts, which include firms both in and out of the motion picture industry is Empire - Universal Films Ltd.

New Ontario Drive-in Has Open-Air Dancing

The first drive-in theatre in Ontario to have an open-air dance floor is the Sunset, near Brantford, Ont., according to the manager, Jerry Campbell. Dancing is permitted on a platform beneath the screen throughout the show, particularly when the music from the picture is appropriate, and there is no interference with the patrons seated in the cars. Public dancing is also conducted before the show and this arrangement encourages early attendance.

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EVERY WA

"SILVER RIVER"
ERROL FLYNN · ANN SHERIDAN

"KEY LARGO"
HUMPHREY BOGART · EDWARD G. ROBINSON · LAUREN BACALL
LIONEL BARRYMORE · CLAIRE TREVOR

PLUS

WARNER PATHE CANADIAN NEWS

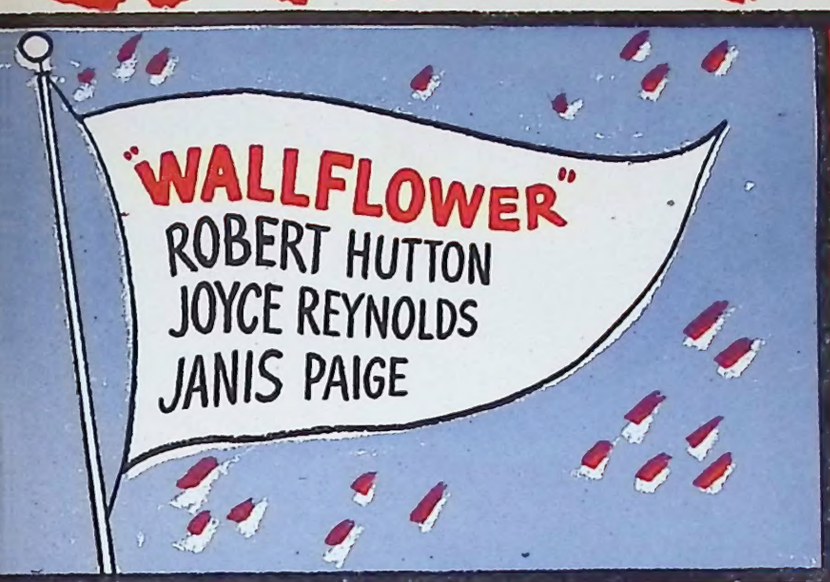
"JOHNNY BELINDA"
JANE WYMAN
LEW AYRES
CHARLES BICKFORD

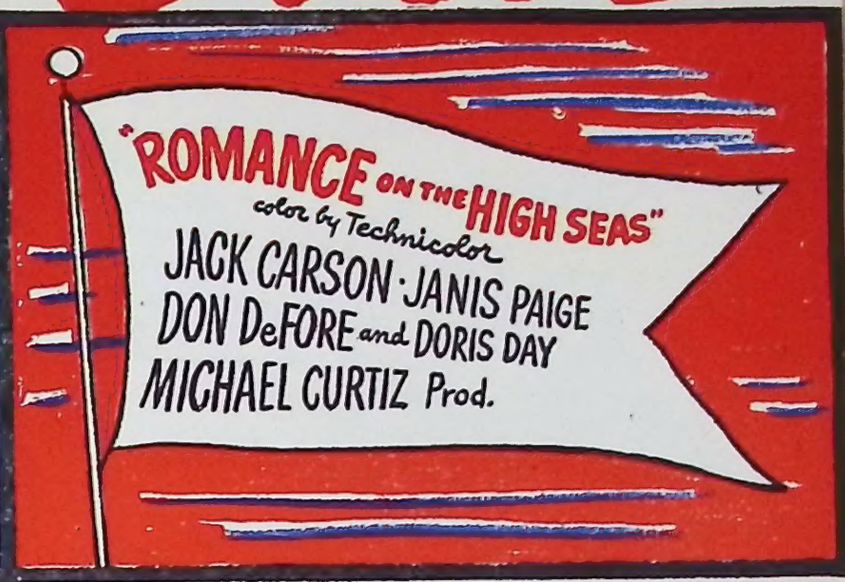
"LIFE WITH FATHER"
color by Technicolor
WILLIAM POWELL · IRENE DUNNE
(GENERAL RELEASE)

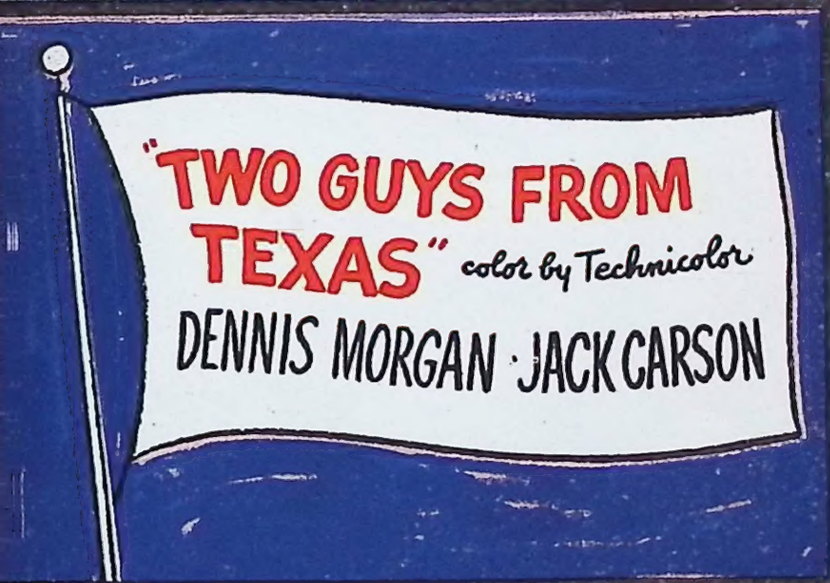
"THE BIG PUNCH"
WAYNE MORRIS
LOIS MAXWELL
GORDON MAC RAE

A BANNER

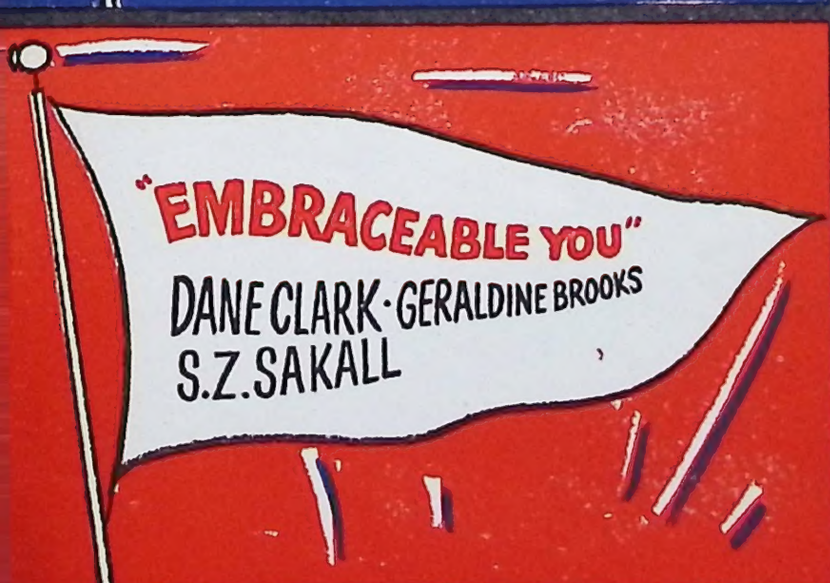
RNER DATE

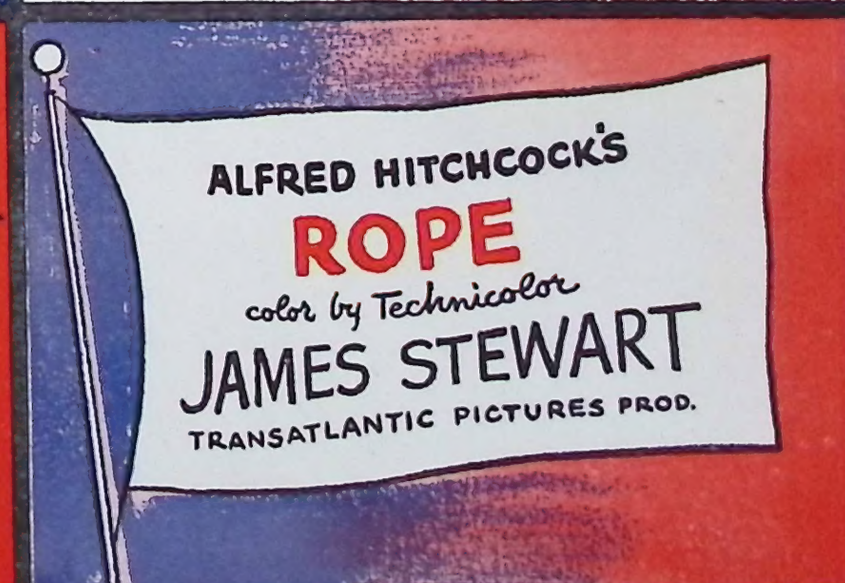






WARNER BROS.
VITAPHONE
SHORT SUBJECTS





DATE IN '48!

GAMBLER
"Protection" racketeer kills his best pal . . . if he pays off, the law will call it murder!
FILLY
Is she the gambler's darling or the racketeer's come-on? . . . "Bad bet" whisper the boys in the know.
COP
Toughest on the force on homicide. When he gets a killer, dead or alive, the law calls it justice!
RKO Presents
GEORGE RAFT
WILLIAM BENDIX
MARILYN MAXWELL
DORE SCHARY In Charge of Production
Produced by NAT HOLT · Directed by EDWIN L. MARIN · Screen Play by MARTIN RACKIN

RAFT AT HIS ROUGHEST TANGLES WITH A DAME AT HER DEADLIEST!
RACE STREET
BROADWAY ENGAGEMENT AT BRANDT'S MAYFAIR THEATRE!
RKO RADIO PICTURES

« Capital Story »

By WILL McLAUGHLIN

UPTOWN first-run theatre managers appear to have changed their minds about bucking the attractions of Central Canada Exhibition Week which closed at Lansdowne Park on Saturday, August 28th. Gord Beavis and Donn Stapleton of the Centre Theatre, thought the opposition would be too strong, so they settled with the reissued "Robin Hood". Manager Henry Marshall of the Regent gave his customers Wallace Beery in "Alias A Gentleman", which is a first-run in these parts but somewhat dated in release schedules. Ray Tubman of the Capitol, also a Famous Players theatre, opened the mid-week with Errol Flynn and Ann Sheridan in Warner Brothers' "Silver River", a Western saga which got a great play, at least, from the kiddies. However, all the first-run spots have top-flight features booked for the follow-up week and for the Labor Day holiday week.

* * *

George Degnon, public relations fieldman for R-K-O-Radio Pictures in Eastern Canada, is expected in Ottawa shortly after Labor Day to start promotion work on his company's new Fall product. The Capitol and Regent Theatres have several of George's major productions on their books for early presentation.

The two "Drive-In" theatres on the outskirts of the city are reported to be doing nice business these lovely mid-summer nights. They better get all they can now, for it won't be long before Old Man Winter will be peeking around the corner.

* * *

Weldy Comba, formerly with the National Film Board and now city and district agent for General Motors (parts and accessories) is occupying the guest house with Mrs. Comba on this reporter's "ranch" at Rouyon, Que., in the heart of the Pontiac.

* * *

Henry Marshall, manager of the Regent Theatre for Famous Players Corporation, is arranging to take his annual vacation in September, when his assistant, Nick Tremblay, will have returned to take over. And speaking of Summer holidays, the theatre lads are continually asking this reporter when he is going to take his two weeks off. Every week-end is a long holiday . . . and it runs from June to the end of September, all of it spent with wife and family at the Quyon ranch.

Having ousted shopkeepers with unexpired leases on the Bank Street frontage of the new Odeon Theatre now in the course of completion, the contractors are making rapid headway with the demolition of the old brick buildings in preparation for rebuilding of the front for the entrance and lobby to the auditorium in the rear. The new Odeon, which will be the circuit's capital showcase, is expected to be open next December or early in the new year.

* * *

Archibald Newman, former public relations officer of the disbanded Munitions and Supplies Department, has been assigned the job of persuading Hollywood motion picture companies to produce some of their features in Canada. This is in line with the Canadian Government's program for the conservation of United States dollars as first outlined last December by Trade Minister Howe. Mr. Newman's appointment to the special Hollywood liaison office in the Department of Trade and Commerce will involve his travelling between Ottawa and the American film capital on the Pacific Coast. The new position carries a salary up to $6,000 per year.

* * *

Gord Beavis, Odeon resident manager at the Centre Theatre, spent the past week-end with relatives in his home town, Peterborough, Ont.

J. ARTHUR RANK

Presents

OLIVER TWIST

Adapted from

Charles Dickens' novel

An Unbelievably Fascinating Film

By the Makers of

"Great Expectations"

★

Contact Your Local
EAGLE-LION Branch
for fast play dates

An EAGLE-LION Release

IT'S A PROBLEM !

"We're lookin' for this guy Fagin . . . is he inside?"